

PRODUCTION & CREATIVE SERVICES COST ESTIMATE









CLIENT : NUTRIASIA, INC.
BRAND : Exports
PROJECT : NAI Exports UFC Fish Ball Sauce Launch & Shoot
CE. NO. : NUTRIASIA-EXPORTS-2025-0019
DATE : 08 May 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	TOTAL
I	TableTop Production Fee: - Photography Services - Full camera and lighting system - Creative execution Photo Editing - Enhancement, cleaning and color grading of assets. - Submission of raw photographs *FA editing is not included *Comes with 2 color revision Food Styling - Food preparation and cooking of dishes - Grocery shopping - Offsite RnD and food sampling *Grocery budget is included Prop Styling - Set design and prop placement for each layout. - Free use of props available in Tabletop's prop library: Linen, bowls, plates, chopping boards, etc. - Prop sourcing services *Prop budget is included. *Prop styling is only limited to table top-sized sets. Roompanels and walls are subject to additional pricing. Videography - Shooting and creation for 2 assets. (video duration 15-30 seconds) *Comes with 2 revisions. *Client must provide chosen score/background music *Exclusion: Application of texts and other graphics.	190,046.40	22,805.57	212,851.97
II	Other inclusions: Rights of usage. Assets may be used by the client in any platform. The project schedule is only for 12 hours. An overtime fee of 2,500.00 per hour will be charged for every succeeding hour beyond the 12 hours. Maximum of 2hours extension only.			

III	1 Key Visual	133,209.28	15,985.11	149,194.39
	Production Briefing Deck and Creative Supervision			
	Project Management Fees			
	Meals for Production, Agency & Client (14 pax)			
IV	12% ASF	24,005.57	2,880.67	26,886.24
V	Advancing Fees	40,009.28	4,801.11	44,810.39
VI	10% WHT on Prod Fees	28,229.03	3,387.48	31,616.51
	SUB TOTAL	415,499.56	49,859.95	465,359.51
	GRAND TOTAL	415,499.56	49,859.95	465,359.51

TERMS : Cancellation Fees Applies to a project on-hold for three (3) months which shall be considered cancelled. A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees) B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees) C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees) Rush Fees Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge) 100% payment upon approval of CENote: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Juan Miguel D. Gonzalez Project Manager	VERIFIED BY:  Reginne Cabanban Managing Partner
NOTED BY:  Beatrice Co Account Director	
APPROVED BY:  Julienne Alonzo	APPROVED BY:  Mario Mendoza For:  - Richard Rebolledo 16Jun25